

## VI. CO-OPERATIVE ADVERTISING.

The value of such advertising has been demonstrated. It was used in many ways and with gratifying results during the past summer in the campaign for students this fall. By pooling their interests institutions reduce the cost of advertising. The effectiveness is increased. The Council will offer soon a pamphlet entitled "Why Go to College," containing a remarkable mass of data on all phases of this appealing subject. Another pamphlet on "The Christian College" is in preparation. This by way of illustration. These will be furnished by the Council and sent from this office with the imprint of your college alone or in conjunction with other colleges, or will be sent to you to be mailed from your office as you require.

VII. The chief business of the Council is to assist in awakening the intelligence and the conscience of the American public to the need of Christian education. It is impossible to enumerate the methods by which this is being and will be done. Conferences are being held in various states in which practical plans of co-operation are being worked out. It is hoped to have such conferences in every state. The new task of the schools and colleges is being presented at local, state and national religious and educational associations. In numerous instances these are being made more vivid by the use of the elaborate charts furnished by the Council. But the propaganda has just begun. The field is wide. The need is great. The possibilities are beyond computation. The Council would keep the home and Church and school fires burning during these tragic days.

The Baptist Board of Education, 706 Ford Building, Boston, Mass., publishes a most illuminating address on "Education and the Church" by Professor E. D. Burton, delivered at the Northern Baptist Convention, Cleveland. A copy of this may be had for the asking.

Mr. W. W. Mills, President of the Board of Trustees of Marietta College, Marietta, Ohio, is publishing for free distribution the following addresses delivered at The National Council of the Congregational Churches in Columbus, Ohio, October 10-17:

"The General Situation as to Higher Education Under Denominational Auspices," by Robert L. Kelly.

"The Churches and the State University," by Rev. Lloyd Douglass, Ann Arbor, Michigan, Pastor First Congregational Church.

"From the Point of View of the College," by Rev. James A. Blaidell, President Pomona College.

"From the Point of View of the Churches," by Rev. W. H. Day, Moderator of The National Council of Congregational Churches.

The August Bulletin of the Board of Education of the Methodist Episcopal Church, South (Nashville, Tennessee), contains a most comprehensive list of texts for college courses in Bible and Religious Education.

## **Co-operative Purchasing**

A progressive group of purchasing agents came together for luncheon at Hotel La Salle on Thursday, November 15th, in response to a call by Dr. Kelly of the Council headquarters. The institutions in and near Chicago, represented by one or more delegates in this preliminary conference were the University of Chicago, Beloit, Knox, Lake Forest, Earlham, Cornell, Rockford, Carthage and Illinois Woman's College, Oberlin, Northwestern, Y. M. C. A. College, and Monmouth were represented by letter.

## **The Meaning of Purchasing Power**

A careful canvass was made of the arguments in favor of co-operative purchasing, the possible objections to such a plan, and the items with which such purchasing might at once be put into operation. It was reported that not only purchasing agents of wide experience, but business men who deal in college supplies had been interviewed and that without exception they pronounced the plan sound and practicable.

## **The Lesson of Experience**

It is known, of course, that this plan is already in operation among groups of State, Catholic, and benevolent institutions. It is significant that on the day this conference was held, and at the same time and place, the Purchasing Agents' Association of Chicago, with a membership of over 80, was also in session.

## **Confidential Information**

Much confidential information was given with reference to prices and grades of material and quotations were cited to show

the advantage of standardization of supplies and purchasing in bulk. The possibilities in the purchasing of typewriting supplies, stationery, examination books, paper towels and toilet paper, cleaning equipment, electric light bulbs, coal, canned goods and groceries, and laboratory supplies, were discussed in detail and many striking and helpful facts were disclosed. The offerings of various firms in the several lines of goods were canvassed. It was shown how thousands of dollars could be saved by the colleges.

### **Mr. Dinsmore's Convincing Message**

Mr. John C. Dinsmore, the purchasing agent of the University of Chicago, declared that the motive of self-preservation should impel the colleges to take up this plan; that it was not only an opportunity but a duty to conserve the funds of institutions and give a fair account of our stewardship. He showed how discounts ranging as high as 35 per cent might be secured by bulk purchasing and he proved his point by his own experience. The greatest possibility, he asserted, lies in intelligent standardization. This has become a necessity among the colleges.

### **Temporary Organization Effected**

After full discussion it was decided to appoint a committee of Purchasing Agents to secure data from the colleges and make a report at the next meeting of the Association of American Colleges. This committee consists of:

Mr. John C. Dinsmore, the University of Chicago.

Mr. J. Sidney Hotten, the Y. M. C. A. College of Chicago.

Mr. H. H. Horton, Lake Forest University.  
Miss Cora C. Colburn, Director of the Women's Commons, the University of Chicago.

Dr. Robert L. Kelly, Executive Secretary, 19 South La Salle Street, Chicago.

### **Instructions and Recommendations**

It was decided that an investigation be made to cover a few selected articles as a basis of later operations on a larger scale.

The Council was instructed to get samples of college stationery, examination books, and paper towels and toilet paper, in order that the committee might propose a practical method of standardization as to size, form and quality with a view to bulk purchasing.

The Council was instructed to secure information from the colleges as to the quality and quantity of electric lamp bulbs, bedding, and canned beans, peas and corn, with the same end in view.

Other items were left with the Council for investigation without present publicity.

It was ordered that insofar as possible exhibits be prepared for display at the next meeting of the Association of American Colleges and that college purchasing agents be invited to attend the meeting. In this connection we are glad to announce that Mr. Dinsmore has consented to read a paper on Cooperative Purchasing for Colleges at the next meeting of the Association of American Colleges in Chicago, January 10-12.

It was the unanimous judgment of those present that an important and worthy contribution to efficiency in college adminis-

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Read within and catch  
the spirit of the Christ as  
the Colleges are now so  
splendidly displaying it.